CHAPTER II

REVIEW OF LITERATURE

This chapter deals with theoretical review, previous study, conceptual framework and analytical construct. The further explanation of the literature review's section is described as follows. The first section describes some theories of language related to the problems of this study. The second section analyzes some related studies that the researcher used as references of this study.

2.1 Theoretical Review

2.1.1 Pragmatics

Pragmatics is a branch of linguistics which concerns the connection between the forms of linguistics and the people who applying those forms (Yule, 1996). The language phenomena which are discussed in pragmatics mostly deal with the use of language by its user. As stated by Yule (1996), pragmatics is concerned with four areas. Firstly, pragmatics is the study of speaker's utterances and the effort of the hearer to interpret those utterances. Secondly, pragmatics is the study of the interpretation of speaker's utterance in particular context. In this case, both of the speaker and the hearer have to be aware of the context that follows the speaker's utterance. Thirdly, pragmatics is the study of how to recognize the implied meaning of the speaker's utterances. The last, pragmatics is the study which focuses on the expression of the closeness between the speaker and the hearer.

In studying language via pragmatics, there are advantages and disadvantages. According to Yule (1996), one of the advantages is that pragmatics

allows human to discuss about the speakers' implied meaning, their purposes, and the sorts of actions that they are showing when they speak. Meanwhile, the disadvantage is that it is hard for human to be consistent and objective when he or she has to analyze those concepts. Therefore, pragmatics is an interesting study to be learnt because it is about how someone tries to understand other people linguistically. However, it is also a complicated study since it is about a deep understanding of what people have in their mind.

From all the opinions given by those scholars above, pragmatics can be best described as one of linguistics' branches which studies how people use language in their conversation. As one of linguistics branches, pragmatics covers several scopes, such as cooperative principles and politeness.

2.1.2 Politeness Strategy

The theory of linguistic politeness first appeared in 1987 by Brown and Levinson. As stated by Brown and Levinson in Cutting (2002), a politeness theory is based on the concept that people have a social self-image. This sense of self-image is also known as "face". It is a general typical in all cultures that the speakers should aware on the hearers' needs about their faces, consider of their feelings, and minimize face-threatening act (FTA). Yule (1996) states that FTA is an action which gives threat to a person's face. Thus, in brief, politeness is an act of showing awareness of the hearers' social self-image.

2.1.3 Positive Politeness

As stated by Brown and Levinson in Watts (2003), positive face is described as an individual's need to be respected and accepted in any form of social interactions. Brown and Levinson in Cutting (2002) state that the aim of positive politeness strategy is to save the hearers' positive face by expressing intimacy, engaging to friendship, making the hearers feel good, and showing that the speakers have a common purpose with the hearers. Furthermore, Brown and Levinson in Watts (2003) give fifteen strategies of positive politeness. Those fifteen strategies are discussed further in the section below, including the examples of each strategy.

Noticing, attending to H (her/his interests, wants, needs, goods)

The first strategy of positive politeness suggests that the speakers should pay attention to the hearers' condition. It can refer to their interests, wants, goods or anything that the hearers may want to be noticed. The speakers may express this strategy in the form of compliments. By expressing compliments, they can create a good impression on the hearers and make the imposition less inappropriate.

Exaggerating (interest, approval, sympathy with H)

In having a conversation, if the speaker wants to safe the hearer's positive face, he or she can do this by using an exaggerated expression. This strategy can be done by making something seem important than it really is. The speaker uses this strategy to emphasize his or her feelings toward the hearer which may include interest, approval, or sympathy.

Intensifying interest to the hearer in the speaker's contribution

Another way for the speaker to show that he or she shares some common purposes with the hearer is by increasing the hearer's interest to the speaker's contribution. The speaker of this strategy may pull the hearer's attention to the conversation by making a good story or narrative. Therefore, the narrative should be clearly explained by the speaker.

Using in-group identity markers in speech

By applying in-group address forms in a conversation, the speaker can show solidarity and intimacy with the hearer. The hearer's positive face is saved as the speaker calls him or her as "pal", "buddy", "sweetheart" or even his or her familiar nickname. These identity markers strengthen the closeness between the speaker and the hearer.

Seeking agreement in safe topics

In expressing positive politeness, the speaker also can apply the strategy of seeking agreement in safe topics. It is a strategy that allows the speaker to find a possibility in which he or she can agree with the hearer's statement in safe topics,

Avoiding disagreement

Avoiding disagreement is one way to safe the hearer's positive face. The speaker of this strategy may hide his or her disagreement by doing a white lie. As stated by Cutting (2002:40), a white lie is "a lie with good intentions." Besid13es, the speaker also can hide his or her disagreement by pretending to agree through the use of hedges.

Presupposing, raising, asserting common ground

Another positive politeness strategy is presupposing, raising, asserting common ground. This can be done by sharing same interests, beliefs and opinions between the interlocutors. The speaker in this strategy makes a small talk that includes the hearer into the discussion. He or she usually uses pronoun "we" to include the hearer into the conversation

Joking to put the hearer at ease

The speaker of positive politeness can show solidarity and familiarity to the hearer by making a joke which will make the hearer feel relieve.

Asserting or presupposing knowledge of and concerning for hearer's wants

In applying this strategy, the speaker shows his or her solidarity by emphasizing that he or she knows personal information about the hearer. The speaker also tries to fulfil what the hearer's wants to show that the speaker is cooperated with the hearer. By fulfilling the hearer's wants, the speaker can safe the hearer's positive face.

Offering & promising

In order to minimize the potential threat and to show that the hearer and the speaker are cooperated, the speaker can offer or promise something to the hearer. The speaker may state that the speaker certainly does something for the hearer. This strategy shows the speaker's good *intention* in satisfying the hearer's wants.

Being optimistic that the hearer wants what the speaker wants

In expressing positive politeness, the speaker can also apply the strategy of being optimistic that the hearer wants what the speaker wants. The speaker saves the hearer's positive face by being optimistic that the hearer wants to do something as the speaker wants. In this case, the hearer cooperated with the speaker because they share same interest.

Including both S and H in the activity

In order to include both the *interlocutors* in the activity, the speaker can use the pronoun "we". Thus, the speaker has appreciated the hearer as a member of the same group and safe the hearer's positive face

J Giving or asking for reasons

The speaker of this strategy shows cooperation with the hearer by giving or asking for reasons. The speaker does this to make his or her wish understandable by the hearer. Therefore, the hearer agrees to help the speaker in making his or her wish.

Asserting reciprocal exchange or tit for tat

The existence of cooperation between the speaker and the hearer can also be shown by stating mutual exchange

Giving gifts to H (goods, sympathy, understanding, cooperation)

The last strategy of positive politeness is giving gifts to the hearer. The speaker may save the hearer's positive face by satisfying some of the hearer's wants. This strategy can be done not only by giving goods but also by giving sympathy, understanding, cooperation etc.

2.1.4 Cooperative Principles

The cooperative principles is a theory developed by Grice in 1975. According to Grice in Yule (1996), the cooperative principles is a basic assumption in conversation that each interlocutor attempts to speak properly to construct a successful conversation. Grice (1975) elaborates the cooperative principles into four sub-principles which is known as maxims. Those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner.

Maxim of Quantity

The first maxim of cooperative principle emphasizes the speakers to be informative. A contribution should be as informative as it is required for the conversation. It should be neither too little, nor too much. Some speakers observe maxim of quantity by saying "to cut a long story short", "as you probably know", and "I won't bore you with all the details".

Maxim of Quality

This maxim emphasizes the speakers to be truthful. They should not say something that they think or believe to be false, or make statement for which they have no proof. Some speakers try to observe this maxim by saying "as far as I know", "I may be mistaken", "I am not sure if this is right" and "I guess."

Maxim of Relation

The maxim of relation emphasizes the speakers to be relevant. They should make their contributions relevant to the previous statement. Garfinkel in Cutting (2002) gives an example "The baby cried. The mommy picked itup." It can be assumed that the mother of the baby is the "mommy" and she picked it up because the baby was crying.

Maxim of Manner

The last maxim of cooperative principles emphasizes the speakers to be clear. They should be brief and orderly, and prevent obscurity and ambiguity. Some speakers observe the maxim of manner by saying "I'm notsure", "I dont' know" or "just to clarify".

2.1.5 Violating Maxim

According to Cutting (2002), when a speaker violates a maxim, heor she says something that makes the hearer not know the true meaning of the utterance. Therefore, the hearer only knows the surface meaning of the utterance. Cutting (2002) describes the maxim violation and provides some examples as follow.

Violation of Quantity Maxim

The first type of maxim violation of cooperative principle is violation of quantity maxim. When a speaker violates the maxim of quantity, he or she does not provide enough information to the hearer to understand what is being talked about.

Violation of Quality Maxim

The speaker who violates the maxim of quality may deliver the wrong information and not being sincere to the hearer. Thus, lying is a violation of quality maxim.

Violation of Relation Maxim

If a speaker violates the maxim of relation, he or she will say something that is not relevant with the previous statement.

Violation of Manner Maxim

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The last type of maxim violation is violation of manner maxim. When a speaker

Moreover, the speaker may also avoid being brief and orderly in delivering his or

her message tells an ambiguous statement, he or she can be said to violate the

maxim of manner.

2.1.6 Relationship between politeness strategy and cooperative principle

In pragmatics, people can study about cooperative principle and politeness

strategy. However, according to Cutting (2002), the cooperative principle

sometimes conflict with the politeness principle. If the speakers want to express

positive politeness, they may violate cooperative maxims. The following is an

example when a speaker expresses a positive politeness strategy and violates the

cooperative maxims:

(2:48) A: How do I look?

B: Good (Thinks: "Awful")

(Cutting, 2002)

It is clearly seen that B applies avoiding disagreement strategy of positive

politeness. To save the hearer's positive face, B prefers to tell a white lie than insult

A with the reality. B hides his or her true opinion that A does not look good. Thus,

B violates the maxim of quality by not being sincere.

2.1.7 **Medea by Euripides**

Medea is an ancient Greek tragedy written by Euripides, based upon the

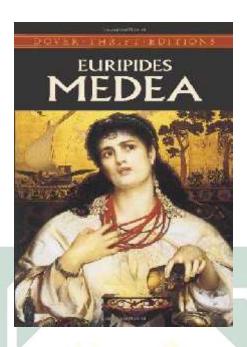
myth Jason and Medea and first produced in 431 BCE. Medea is a young princess

who falls in love with the Greek hero, Jason, and because of that love betrays her

own father, helps Jason to steal the Golden Fleece and flees her homeland. They

settle in Corinth and have two children. However, Jason scorns and abandons Medea in order to marry (for political motives) Glauce, the daughter of Creon, King of Corinth. Stateless and alone Medea wreaks a terrible revenge. To repay Jason for his betrayal and cold-hearted defection, the incensed Medea, having made a pact with Aegeus, King of Athens for safe refuge, poisons Glauce, Jason's newly-wed wife, and her father, Creon. Finally Medea kills her own children. (https://en.m.wikipedia.org/wiki/Medea_(play)

The researcher choose this drama script because Medea has won bronze medals and came in third place at the annual Athenian play competition at the Theatre of Dionysus. Furthermore, this drama script tells about the inner emotions of passion, love, and vengeance. Medea is widely read as a proto-feminist text to the extent that it sympathetically explores the disadvantages of being a woman in a patriarchal society. Therefore, the researcher thinks that there are many utterances in the dialogue of this drama script which contains politeness strategies. The data are from the dialogues which contain positive politeness strategies applied by the character in Medea drama script.



2.2 Conceptual Framework

This research studies the linguistics phenomenon under the pragmatics study. In this study, the researcher observes the positive politeness strategy employed by the characters in *Medea* and the maxim violating when they are using those strategies. The researcher examines the dialogues of all characters in the drama script that contain positive politeness strategies. The researcher uses the theory of politeness strategy proposed by Brown and Levinson (1987) namely the positive politeness. Based on the theory, there are fifteen strategies of positive politeness.

Furthermore, the researcher also discusses the maxim violation of cooperative principles when the characters utter the positive politeness strategies. According to Cutting (2002), there are four types of maxim violation. Those are violation of quantity maxim, quality maxim, relation maxim and manner maxim. The researcher attempts to find out the relationship between positive politeness and the maxim

violation, especially the one which is related to the discussion of the drama script.

The steps of the analysis are described as follows.



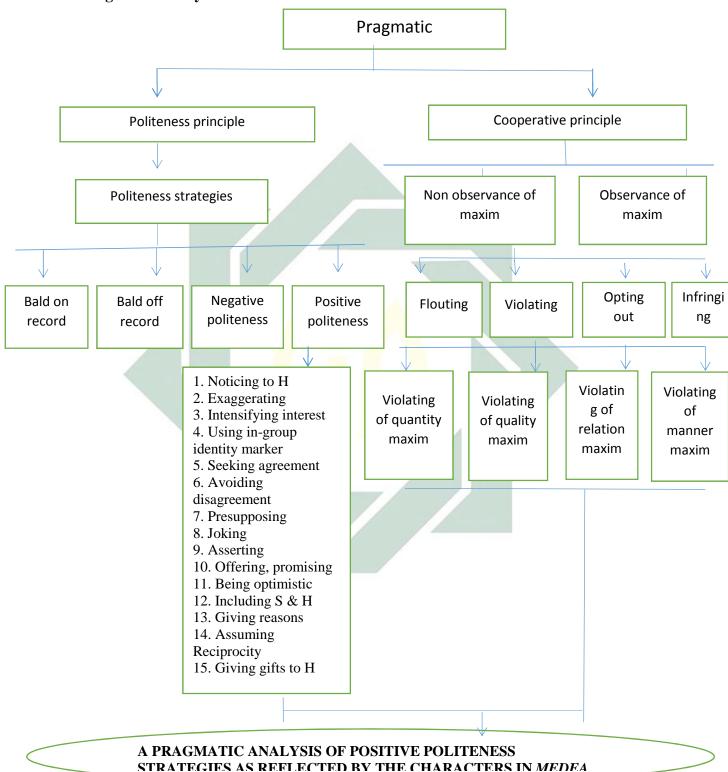


Figure.1 : Analytical Construct